

Message Text

UNCLASSIFIED

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47

ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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P 021342Z AUG 74

FM AMEMBASSY LONDON

TO SECSTATE WASHDC PRIORITY 2709

UNCLAS LONDON 09852

E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: LTC FY'75 EVENT SCHEDULE

REF: STATE 164160, LONDON 9148, LONDON A-1375, NOVEMBER
21, 1973

1. AS SUGGESTED IN STATE REFTEL PARA. 1 WE CHECKED WITH
KEY END USERS AND SALES AGENTS AT USA-TEX, TEXTILE TRADE
PUBLICATIONS, VOGUE, HARROD'S, SELFRIDGES, DRAPER'S
RECORD AND FASHION CONTROLLER OF OWEN OWEN. THE UN-
ANIMOUS AND EMPHATIC OPINION IS THAT "THE TRADE" WILL IN
NO WAY SUPPORT DECEMBER (OR JANUARY) LTC FASHION JEEP.

2. POINTS MADE WERE THAT NO APPAREL BUYING IS DONE IN
DECEMBER OR JANUARY AND ALL RELEVANT STAFF ARE IN-
VOLVED IN OTHER WORK. AS ONE SOURCE PUT IT, PEOPLE IN
THE TRADE IN MONTHS OF DECEMBER AND JANUARY ARE "NOT
BUYING, NOT LOOKING, NOT FREE".

3. POST SUGGESTS "WOMEN'S OUTERWEAR" APPAREL JEEP - NOT
THAT MUCH OF A SURE FIRE ITEM HERE UNDER THE BEST OF
CONDITIONS - SHOULD BE SCHEDULED AT BEST TIME WHICH
IS MARCH FOR FALL FASHIONS.

4. IN REF-AIR POST SUGGESTED "THREE AREAS OF FASHION -
CHILDREN'S CLOTHING, WOMEN'S LINGERIE AND NIGHT WEAR
AND WOMEN'S CASUAL CLOTHING". WE WOULD, THEREFORE,
APPRECIATE CLARIFICATION OF CATEGORY "WOMEN'S OUTERWEAR"
USED STATE REFTEL AND WE ARE STILL OF OPINION SPECIFIC
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AREAS MENTIONED OUR REPAIR BEST FOR SUCCESSFUL JEEP IN

LONDON

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